

# IX. Funding & Implementation

## Funding

The Action Transportation System may be funded from the full range of financial resources available to the City. These resources include the General Fund, new construction recreational fees, bond issues and cost participation by other entities. The appropriate funding is applied to the specific project according to the program or programs to which the project belongs.

The Action Transportation System and related projects and programs may be eligible for State and Federal funding when a project meets the appropriate criteria. These funding sources include the SAFETEA-LU (Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users, formerly TEA-21 and ISTEA)<sup>appendix9a</sup>. This program is a multi-year, federal transportation legislation with many different funding programs. <sup>Appendix 9b</sup> President Obama's administration has recognized the need for and supported increased levels of spending for Active Transportation. Several organizations have been instrumental in stating the case for this increased spending including; the League of American Bicyclists<sup>appendix9c</sup>, American Bicyclists<sup>appendix9d</sup>. The Genesee Transportation Council (GTC), [www.gtcmppo.org](http://www.gtcmppo.org), is the designated MPO responsible for transportation policy, planning and investment decision making in the Genesee-Finger Lakes Region.

Specific project and program implementation may also be eligible for funding grants through various private organizations. A sample of organizations that offer funding for specific programs and projects are:\*

- Bikes Belong [www.bikesbelong.org](http://www.bikesbelong.org)
- League of American Bicyclists [www.bikeleague.org](http://www.bikeleague.org)
- New York Bicycling Coalition [www.nybc.net](http://www.nybc.net)
- Alliance for Biking and Walking [www.peoplepoweredmovement.org](http://www.peoplepoweredmovement.org)
- Rails to Trails Conservancy [www.railstotrails.org](http://www.railstotrails.org)
- New York Main Street [www.mainstreet.org](http://www.mainstreet.org)
- Safe Routes to Schools [www.saferoutespartnership.org](http://www.saferoutespartnership.org)

\*The above list is not meant and is not exhaustive. All potential resources are to be researched according to the project or program goals and criteria.

Innovative funding opportunities will also contribute to the implementation, maintenance and enhancement of the System. Samples of alternative funding are:\*

- Adopt a Trail
- Donations (funds or land) – local clubs, interest groups, private developers, and individuals
- In memory of program – purchase an amenity(bench, water fountain, popper scooper station) in memory of loved one
- Volunteer man hours for planning, construction, maintenance

- Life insurance policy gift designation
- Impounded, lost, or recycle bicycle auction
- Community fund-raising events (races, walks and special day events)
- Sales of goods and services (t-shirts, recycled bikes, maps)
- Designated percentage of income from police tickets (littering, jaywalking)

\*The above list is not meant to be and is not exhaustive. All innovative funding alternatives are to be fully researched.

Resources available for researching public and private funding sources are:\*

- The foundation Center – <http://foundationcenter.org>
- NYSDOT – [www.nysdot.gov/divisions/operating/opdm/local-programs-bureau/srts/funding](http://www.nysdot.gov/divisions/operating/opdm/local-programs-bureau/srts/funding)

\*The above list is not meant to be and is not exhaustive.

In the current atmosphere of austerity funding projects and programs is a challenge. That being said, opportunities are available for building for and investing in the future of our community. Funding for the Action Transportation system must be considered an investment (expenditure with a return on investment) verses an expense. The return on investment comes through: increased property values, increased tourism and increased local shopping. In considering this investment, the System must be evaluated in the context of a full transportation system (a facility consisting of the means and equipment necessary for the movement of passenger or goods) dedicated to non-motorized and public transit and be funded partially within budgeted highway funds accordingly. The system is designed to be a compliment and alternative to the current car-centered highway system. In this context the proposed Active Transportation System cannot be considered anything but a necessary investment in the future.

## Implementation

### Implementation Strategy

A successful implementation strategy must contain the ability to maintain focus and engagement in the long and challenging implementation process. Cooperation and investment by both public and private entities is essential.

The first step in the implementation process is for City Council to accept through resolution the Active Transportation Plan. This would help in the funding through government grant application process.

The second step is for the City Council to amend the City of Canandaigua Comprehensive Plan to include the Active Transportation Plan.

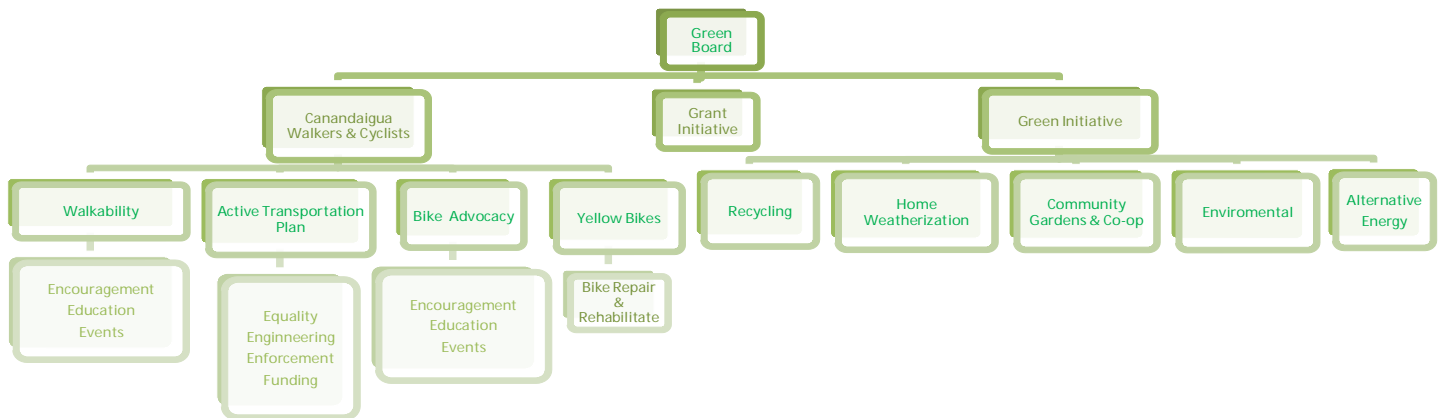
To facilitate and encourage continuity in the implementation process the CWC recommends that a Council authorized board be created to find, organize, support and implement the recommendations of this Plan. Further, the CWC recommends that in cooperation with Ontario County, a county-wide organization be created to organize, coordinate, support and implement county-wide Action Transportation initiatives in order to ensure Ontario County provides an Active Transportation System that is safe, accessible, continuous, and attractive.

Figure 9a presents a recommended proposal.

# Green Board

## Legislative Intent: creation of Board

The Green Board is hereby created to help the City of Canandaigua find, organize, support and implement cooperative solutions concerned with reducing harmful contaminants in the air, water, earth, food supply, and infrastructure while increasing our communities health, economic development, social ability, efficiency and sustainability. The Board and its affiliated organizations are intended to provide City residents and organizations an avenue in which they can participate in a coordinated and meaningful way to address some of the challenges and concerns that our City residents face.



## Duties

The Board shall coordinate, review, recommend, and advocate solutions for all ongoing and future City of Canandaigua projects that affect by the Active Transportation Plan and Green Initiatives.

The Board shall ensure that all City of Canandaigua projects encourage and accommodate Complete Streets Policy, Active Transportation recommendations and Green Initiatives.

The Board shall coordinate advice to various City of Canandaigua departments, including but not limited to the Department of Public Works, the Canandaigua Police Department, and City Council, on these issues.

The Board shall coordinate assistance to the City Staff in partnering with other public and private organizations to create a county and regional network of cooperation concerning the development Active Transportation and Green initiatives.

The Board shall coordinate assistance to City Staff in seeking out and securing funding alternatives through both the public and private sector.

The Board shall seek out and assist coordination with public and private organizations, including but not limited to the Canandaigua School District, the PTO and the Canandaigua Police Department in implementing, expanding or coordinating similar programs that encourage Active Transportation or Green Initiatives through public awareness, safety educational programming, and community events.

The Board shall meet at least once a month and deliver semi-annual reports(March and Sept.) to the Canandaigua City Council regarding Active Transportation projects and Green Initiatives including the effects of such projects on the quality of life and economic impact on City residents.

## Appointment of Members: terms of office

The Board shall consist of 12 members.

There shall be 7 voting members, appointed by the mayor and approved by the City Council. Each of the voting members will serve a three year term. The voting members must be a resident of the City of Canandaigua and not employed by the City of Canandaigua. At least two members shall be active cyclists, one member shall be an active walker, hiker, or runner, two members shall represent the Green Initiative, one member shall be a senior citizen, and one member shall be from the City of Canandaigua business community.

There shall be five nonvoting members serving at the pleasure of the Mayor; one from City Council, one from the Canandaigua Police Dept., one from either the Chamber of Commerce or the BID, one from City Staff and one from the City of Canandaigua Department of Public Works. The nonvoting members shall act as advisors and liaisons to their respective agencies.

Upon acceptance of the Plan, funds can be solicited to begin planning and engineering studies from which the construction phase will commence.

### Implementation Variables in Project Financing and Scheduling

Prioritizing action transportation projects in the City of Canandaigua involves a number of variables that include, but are not limited to, the following:

1. Projects and programs are accomplished from a variety of funding sources and combinations of funding sources. Every project does not compete for funding with all other projects but are elements of the whole. This allows for more than one funding source to be cultivated at the same time.
2. Many projects and programs are undertaken concurrent with a larger project such as a street reconstruction or widening or waterway bank reconstruction. Implementation timing will be dictated by these larger projects due to efforts to mitigate costs.
3. Some projects are closely linked to, or a result of development. These projects are often not needed until development actually occurs, and construction of such projects is dependent upon funding provided by new development.
4. Occasionally, the identification, and subsequent accomplishment of a project occurs so quickly (e.g. due to safety concerns, etc.) that programming the project is impractical.

The priority for the City of Canandaigua is to provide north-south bicycle routes that give the Group A cyclist a safe and convenient alternative to riding on Main Street (St. Rt. 332). The second priority is to provide the Group B & C and pedestrian users a safe, accessible and convenient off-road arterial route through the City. These projects plus coordinating the share the road signage, safe routes to school and on-pavement marking projects are top priority. The second phase, due only to possible land acquisition delays, would include the Outhouse Transportation Center and the Roundhouse Park development along with the new construction shared-use path extending south of East St. from Ontario to Saltonstall. With the completion of this project the upgrade of the Roseland Park emergency road and path to St. Rt. 5 & 20 would be vital.

Other projects and recommendations referenced in this plan will be approved and implemented after considering the following factors:

- Facility projects with significant safety concerns are accomplished expeditiously, and placed ahead of system expansion.
- Projects that will close gaps or improve the operation of the existing network are given high priority.
- Projects that expand the facilities network, including connections to the existing system, are analyzed annually as part of the normal budget process. Projects needed to integrate facilities provided by development are scheduled and funded during this annual review process.
- Projects that enhance the existing system or bring substandard facilities up to standard are balanced according to their importance against other competing projects or scheduled completion of adjacent system projects.